

## USE CASE

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# BIRTHDAY CUSTOM JOURNEY

# INTRODUCTION

## PURPOSE

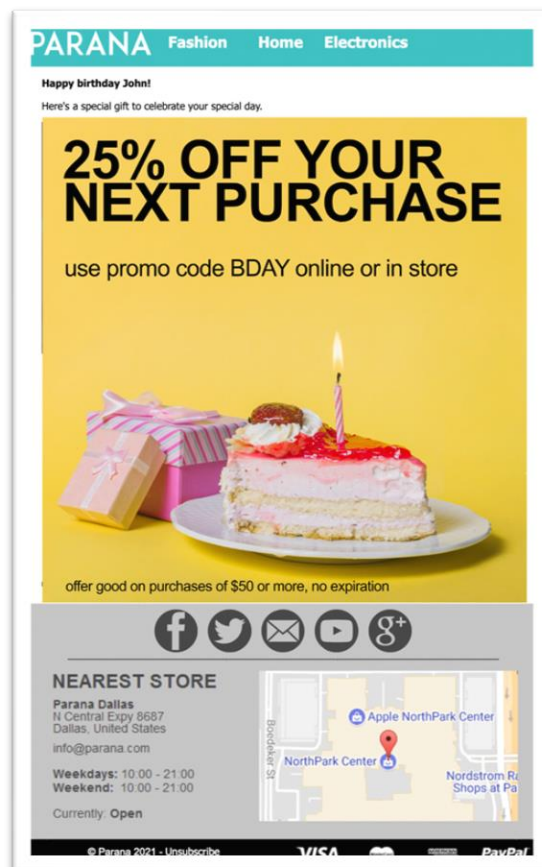
This Custom Journey is executed in a daily interval and targets contacts whose birthday is the current day. The contact receives an email message with a special birthday offer.

## FEATURES USED

- Content
  - Birthday Email
- Custom Journey
  - Recurring Input Component
  - Audience Filter

## REQUIRED ASSETS

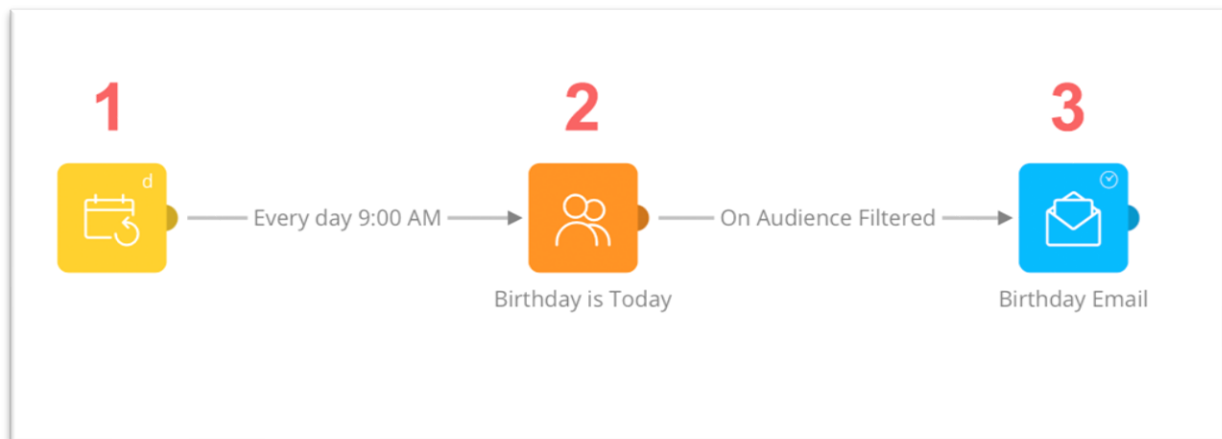
### BIRTHDAY EMAIL



## CONTACT POINT OF VIEW

1. On my birthday (if I have provided this information to the brand) I receive an email message with a special offer.

## CUSTOM JOURNEY DESIGN



1. Create a new Custom Journey and Place a Recurring Batch Input Component on the Left edge of the Journey canvas. The interval is set to daily at 9:00 AM.
2. Place an Audience Filter Component immediately to the right of the Input Component and connect the two components. Create a Constraint Filter that filters contacts to those whose MASTER.BIRTHDAY field is equal to the relative date of today.
3. Place an Email Component to the Audience Filter and connect the two. In the properties, select the Birthday Email message.